

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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20th YEAR • A WEEKLY PUBLICATION

Week of March 28, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 25, 1960</u>			
Friday March 25 4:30 P.M. Cocktails	FASHIONS AND HATS DURING COCKTAIL HOUR "Couture At The Columns"--showing of hats by Vincent-Harmik especially designed for Sarmi's Spring fashions, available at Polly's Of Park Avenue. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	POLLY'S OF PARK AVENUE; VINCENT-HARMIK	SAVOY-HILTON HOTEL THE COLUMNS

Saturday March 26 2:00 P.M.	SHOWING OF SPRING JUNIOR COLLECTION Customer showing of Carlette Jr.'s Spring collection, designed by Micki Bauso. Publicity: Franklin Simon--Robert Young, WI. 7-9600; for Carlette Jr.--Pauline Greene at Charles J. Charney Co., PL. 7-0955.	FRANKLIN SIMON; CARLETTE JR.	3RD FLOOR TERRACE ROOM
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WEEK BEGINNING MONDAY, MARCH 28, 1960

Monday March 28 4:00 P.M.	PREVIEW: SPRING JUNIOR DEB COLLECTION Press showing by Macy's and the Celanese Corp. of America, presenting a collection of Junior deb Spring fashions by two leading Parisian designers. By invitation. Publ.: Stephanie Horton, OX. 5-4400, Ext.2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
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Tuesday March 29 4:00 P.M. Champagne	PRESS PREVIEW OF KNITTED FASHIONS Preview of knitted costumes, suits and dresses, made in Israel. Showing at 4:30 P.M. By invitation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	ALED ORIGINALS LTD. (1410 B'WAY)	ISRAELI CONSULATE 11 EAST 70TH STREET
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Tuesday March 29 4:00 P.M. Cocktails	PRESS PREVIEW FOR BEAUTY EDITORS Tussy will preview "Fall Highlights" for members of the beauty press. By invitation. Publicity: Margaret Lucha at Young & Rubicam, MU. 9-5000.	TUSSY COSMETICS	DRAKE HOTEL PARK & 56TH STREET
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Wednesday March 30 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Spring and Summer couture fashions by Tony Raphael; furs by Femina; millinery by John Frederics. Press by invitation. Public by reservation, contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	TONY RAPHAEL; FEMINA; JOHN FREDERICS	HOTEL PIERRE ROOF GARDEN
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Wednesday March 30 4:00 P.M. Cocktails	YOUNG DESIGNERS FUR COLLECTION Fur Information & Fashion Council will preview 1960 fur fashions in Emba mink by young designers: Bill Atkinson, Ole Borden, Lee Evans, Rudi Gernreich, Jeri Holmes, Bud Kilpatrick. By invitation. Publicity: Nona Lou Greene at Ruder & Finn Inc., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	FOUR SEASONS (SEAGRAM POOL ROOM BLDG)
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 30 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showing of "Hairstyles From Around The World" created by Arden Salons here and abroad. By invitation. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION FLOOR - 2ND FL.
Thursday March 31 4:30 P.M. Cocktails	TRADE SHOWING OF FASHIONS IN ZANTREL Hartford Fibres Company presents fashions in Zantrel--news in the trade; news for the trade. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	ZANTREL- A DIVISION OF HARTFORD FIBRES	500 CLUB 500 SEVENTH AVENUE
Thursday March 31 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF FASHIONS IN SILK "Two Worlds Of Silk"--American Summer fashions in silk and costumes by Japanese designers. By invitation. (Coincides with silk exhibit opening at Museum on March 30). Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	MET. MUSEUM OF ART RESTAURANT
Friday April 1 4:30 P.M. Cocktails	CUSTOM SPORTSWEAR DURING COCKTAIL HOUR "Couture At The Columns"--Guilietta di Roma will present her collection of sportswear and perfumes. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director, Martha Holiday, RE. 7-2971.	GUILIETTA DI ROMA (789 MADISON AVENUE)	SAVOY-HILTON HOTEL THE COLUMNS
Beginning Monday April 4	OPENING: TRANS- SEASON COLLECTION Mr. Gee's Trans-Season sportswear and dress collection, designed by Melba Hobson. Continuous daily showings. Contact: WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday April 5 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 5 2:00 P.M.	SHOWING OF EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday April 6- April 7 1:00 P.M.	PREVIEW: EARLY FALL JUNIOR DRESS COLLECTION The Guy D. Early Fall junior dress collection, designed by Anthony L. Muto, will be presented April 6 and 7 at 1:00 P.M. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 6- April 7 2:00 P.M.	ADVANCE FALL JUNIOR COLLECTION Mam'selle will preview their early Fall collection on April 6 and 7. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 7 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION Preview of Olympic's Fall collection to the press and buyers. Showing at 1:15 P.M. By invitation. Contact: Phyllis Youngheart, PL. 1-0752.	OLYMPIC KNITWEAR INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 7 12:30 P.M. Luncheon	LUNCHEON SHOW: SPRING DRESS COLLECTION Nathan & Strong's Spring dress collection available at "Miss Bergdorf". Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	NATHAN & STRONG (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Sunday April 10 1:00 P.M. Brunch	SPRING FASHIONS & MILLINERY SHOW Showing of Sarmi's Spring couture collection; millinery by John Frederics. Reservations--\$4.00; contact "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	SARMI; JOHN FREDERICS	HAMPSHIRE HOUSE FOUNTAIN ROOM
April 10	HOLY WEEK (<u>April 10 - April 16</u>)		
April 11	PASSOVER--begins Monday, at Sundown. (<u>April 11 - April 19</u>).		
Beginning Tuesday April 12	OPENING: EARLY FALL JUNIOR COLLECTION Joan Leslie's early Fall junior dresses and costumes at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday April 14 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Turbulent Currents in Fabric Markets"--showing of Fall, Winter and Resort 1960 fabrics. Co-chmn: Margaret Markley and Conoldine Burnett. Prices: \$8.00, members; \$10.00, guests. Exhibit from 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon ticket. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Saturday April 16- April 24	FOURTH EDITION OF AUTOMOBILE SHOW Showing of domestic and foreign cars, ranging in price from \$1000 to \$27,000. Included will be "assemble-it-yourself" cars from Great Britain; a new dream car from France, controlled by electronic brain; and the newest American compact cars. Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: Ruder & Finn, PL. 9-1800.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 16 2:00 P.M.	FOURTEENTH ANNUAL EASTER EGG-ROLLING Arnold Constable will present their fourteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
Sunday April 17 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON In memory of Humphrey Bogart, the fourth annual luncheon and fashion show for the benefit of Damon Runyon Fund for Cancer Research. Walter Florell will present couturier fashions, millinery and coiffures. Furs--Fredrica. Haircoloring--Clairol. Jewelry--Marvella. Reservations--\$25.00. Contact: Marge Hector for C.C. Philippe, PL. 3-5400.	WALTER FLORELL	HOTEL ASTOR GRAND BALLROOM

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK (continued)

Sunday April 17 12:30 P.M. Brunch	BENEFIT BRUNCH ON EASTER SUNDAY Fontayne will present her Spring custom collection at luncheon for the benefit of the American Theatre Wing Scholarship Fund. Tickets: \$15.00. Contact: Lisette Nigot, EL. 5-5725.	FONTAYNE	WALDORF-ASTORIA STARLIGHT ROOF
Sunday April 17 12:30 P.M. Luncheon	BENEFIT SHOW AT "FANCI-FUL LUNCHEON" "Caribbean Fiesta"--The Tenth Annual Sister Kenny Easter luncheon with haircolorings by Roux, giving a kaleidoscopic effect to models attired in beachwear. Jewelry by Harry Winston. Tickets: \$20.00. Contact: OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL PIERRE BALLROOM
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Mr. John will show his "Second Empire" collection of custom hats, couture, furs and accessories for Spring and Summer 1960. Also, men's hats and accessories. For benefit of Silver Cross Day Nursery. Reservations--\$15.00: "Banquet Dept.", PL. 5-1000. Mr. John Publicity: Joe Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
Sunday April 17 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Showing of fashions by Estevez; hats--Cesar Rubio; jewelry--Francis Guyot, for benefit of CARE, Inc. Tickets: \$8.50. Reservations, contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ESTEVEZ; CESAR RUBIO; FRANCIS GUYOT	HOTEL PIERRE COTILLION ROOM
Sunday April 17 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHIONS AT LUNCHEON Easter showing of dresses by Seymour Jacobson; hats by Emme. Reservations, EL. 5-3000. Seymour Jacobson Publicity: Bernice Lewis, CH. 4-3488.	SEYMOUR JACOBSON, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY "Puerto Rico Themes"--John Frederics will present his collection of custom hats and accessories, for the benefit of Neighborhood Youth Projects. Reservations--\$11.00: "Banquet Dept.", PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 17 1:00 P.M. And 2:30 P.M.	EASTER FASHION SHOW- HATS, FURS AND SHOES Showing of millinery by Sally Victor; cotton dresses by Martier-Raymond; furs by Ben Kahn; shoes by Silvia of Fiorentina. Reservations--\$6.00. Contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.	SALLY VICTOR; MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM
Tuesday April 19 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW Celebration of Pan American Week--preview of American Couture Summer fashions in Latin-American-inspired Everfast fabrics; also a few Latin-American costumes. By invitation. Contact: Dept. of Commerce, Vivian Sabin, TE.8-1800; Everfast Publ.: Terry Mayer at Amos Parrish, LO.4-5600.	EVERFAST; N.Y.C.DEPT.OF COMMERCE	RAINBOW ROOM 30 ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 20 9:30 A.M.	PREVIEW: SPRING LINGERIE COLLECTION Preview of Elizabeth Arden's Spring lingerie collection to the press. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Wednesday April 20 9:30 P.M. Supper	GALA EVENT HONORING BRITISH COUTURE "Tweeds and Tiaras"--British fashion show as it was presented in London to the Queen Mother and Princess Margaret. Price: \$20.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 21 4:00 P.M. Cocktails	PREVIEW: FALL SPORTS- WEAR COLLECTION White Stag will present their Fall and Winter sportswear collection to the press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Tuesday April 26 8:00 P.M. Dinner- Dance	NINTH ANNUAL "APRIL IN PARIS" BALL "Un Bal Masque a l'Opera de Paris"--gala dinner-dance for benefit of the French Hospital and the American-French Foundation Charities. Showing of fashions by leading Paris couturiers--Jean Desses, Christian Dior, Jacques Heim, Guy Laroche, Lanvin-Castillo, Nina Ricci; millinery by Parisian designers. Furs by Revillon Freres and raffle of one of their chinchilla coats. Reservations--\$150.00 (including dancing until dawn followed by champagne breakfast). Contact: Peggy LeBoutillier for C.C. Philippe, 33 East 48th Street, PL. 3-5400.	AIR FRANCE; CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM
Wednesday April 27 9:00 A.M.	PRESS PREVIEW OF FALL SHIRTS John Weitz will present his Fall collection of shirts for the Stratford Shirt Co. By reservation. Contact: Miss Read, BR. 9-9586.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR
Wednesday April 27 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Lawrence of London will present their Fall-Winter collection of couture rainwear, designed by Adele Lawrence, for press and buyers. By invitation. Continuous daily showings thereafter. Contact: Norman Lawrence, CH. 3-3815. Publicity: Mathews-Latham, MU. 7-5447.	LAWRENCE OF LONDON LTD.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday April 28 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Jerry Silverman will present his Spring-Summer collection. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Contact: CH. 4-4940. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Friday April 29 8:30 A.M. Breakfast	PREVIEW: WINTER SKIWEAR COLLECTION White Stag will present their 1960-61 Winter skiwear collection for men, women and children. Showing at 9:15 A.M. By invitation for press and resident buyers. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	CAFE FRANCAIS ROCKEFELLER PLAZA
Beginning Monday May 2	OPENING OF FALL KNIT COLLECTION Opening of new Fall knitwear collection for press and buyers. By appointment. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION "Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.	FIORENTINA SHOES, INC.	789 MADISON AVENUE AT 67TH STREET
Wednesday May 4- May 14	FOURTH ANNUAL WORLD TRADE FAIR More than 3000 exhibits, with products and raw materials from 65 countries; also women's fashions and accessories. <u>Press preview, Tues., May 3.</u> Tickets: \$1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 8	MOTHER'S DAY. Theme: "She Deserves The Best". Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Wednesday May 11 4:00 P.M. Cocktails	PREVIEW: FALL COLLECTION Burke-Amey will present their Fall collection of afternoon and evening wear designed by Ronald Amey. By invitation. Thereafter by appointment. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday May 12 3:30 P.M.	EIGHTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons" fashion show. Cotton award will be presented by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Monday May 16 12:30 P.M. Buffet Luncheon	PRESS PREVIEW OF FALL FASHIONS Hannah Troy will present her Fall collection to the press. By invitation. Trade showings beginning Tues., May 17 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 16 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade showings at 2:30 P.M., beginning Tues., May 17, by appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 16 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS Style Trends will present their Fall collection of fur-lined coats and suits. By invitation. Thereafter at showroom, 9:30 A.M. and 3:30 P.M., by appointment. Publicity: Peggy Cantor Associates, MU. 9-8542.	STYLE TRENDS (512 SEVENTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 17	PETITE AND MISSES FALL COLLECTION Showing of the Fall collections of Petti-4's casual wear for the petite miss; and "Terry Rogers" misses sizes. Contact:	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR CH. 4-3558

OPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

DRESS COUTURE GROUP MEMBERS

MONDAY, MAY 16

Estevez, Inc.....4:30 P.M. (Press).....550 7th (4 Fl.) LO. 4-6337

TUESDAY, MAY 17

Rudolf Gowns Inc.....10:30 A.M.....530 7th (12 Fl.) WI. 7-6865
 Junior Sophisticates.... 1:00 P.M.....498 7th (4 Fl.) LO. 4-0462
 Hannah Troy, Inc..... 1:00 P.M.....530 7th (2 Fl.) LO. 3-0988
 Oleg Cassini, Inc..... 1:15 P.M.....498 7th (11 Fl.) LO. 5-6453
 Gothe..... 1:15 P.M.....530 7th (4 Fl.) LO. 5-2727
 Branell..... 2:30 P.M.....530 7th (27 Fl.) PE. 6-6983
 Maurice Rentner Ltd..... 2:30 P.M.....498 7th (16 Fl.) LA. 4-6968
 Anne Fogarty..... 3:00 P.M.....530 7th (6 Fl.) WI. 7-5335
 Townley, Inc..... 4:00 P.M.....550 7th (2 Fl.) LO. 4-2155

WEDNESDAY, MAY 18

Herbert Sondheim, Inc...10:30 A.M.....530 7th (20 Fl.) LA. 4-7540
 Grenelle-Roberts.....12:00 Noon.....550 7th (18 Fl.) LO. 4-5820
 Harvey Berin Ltd..... 1:00 P.M.....530 7th (7 Fl.) PE. 6-0206
 Nat Kaplan Inc..... 1:15 P.M.....498 7th (21 Fl.) LO. 5-4115
 Paul Parnes Corp..... 2:15 P.M.....498 7th (10 Fl.) CH. 4-4600
 Larry Aldrich Inc..... 2:30 P.M.....530 7th (12 Fl.) CH. 4-1872
 Samuel Winston Inc..... 4:00 P.M.....530 7th (11 Fl.) CH. 4-2617

TEURSDAY, MAY 19

Ben Reig Inc.....10:00 A.M.....498 7th (23 Fl.) CH. 4-1542
 Christian Dior, N.Y.... 2:30 P.M.....498 7th (17 Fl.) LO. 4-9220
 Trigere, Inc..... 4:00 P.M.....550 7th (16 Fl.) LO. 3-1600

FRIDAY, JUNE 3

B. H. Wragge, Inc.....11:00 A.M.....550 7th (9 Fl.) WI. 7-4968

(TO BE ANNOUNCED)

Edward Abbott.....530 7th (10 Fl.) LA. 4-8490
 Ceil Chapman.....530 7th (2 Fl.) LA. 4-5800
 Parnis-Livingston Inc.....530 7th (18 Fl.) BR. 9-5014
 Pattullo-Jo Copeland, Inc.....498 7th (14 Fl.) LO. 3-5650
 Adele Simpson Inc.....530 7th (23 Fl.) LA. 4-7626

COAT & SUIT COUTURE GROUP MEMBERS

FRIDAY, APRIL 15

Davidow.....By Appointment.....550 7th (21 Fl.) PE. 6-6909

MONDAY, MAY 23

Marquise Coat & Suit.....2:30 P.M.....512 7th (35 Fl.) BR. 9-5794

WEDNESDAY, MAY 25

Harry Frechtel.....2:00 P.M.....205 W.39(4 Fl.) PE. 6-1310

TUESDAY, MAY 31

Originala.....2:00 P.M.....512 7th (43 Fl.) BR. 9-8988

THURSDAY, JUNE 2

Monte-Sano & Fruzan Ltd..10:30 A.M.....21 W.46 (8 Fl.) JU. 2-2317

FRIDAY, JUNE 3

Ben Gershel & Co..... 2:00 P.M.....512 7th (37 Fl.) LA. 4-2544

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Cabana's Fall collection of sportswear, dresses, beachwear and play-clothes, designed by Pembroke Squires, for press and buyers. By invitation. Contact: WI. 7-0326. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO. (1410 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
Thursday May 19 12:30 P.M. Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 24 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Nannette will present to the press and buyers her collection of trimmed cashmeres, imported knit dresses and ensembles. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	NANNETTE CASHMERES (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 24 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Haymaker will present their Fall collection of shirts, separates, pants, skirts and knits. For press and resident buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 25 9:00 A.M. Breakfast	PREVIEW: FALL RAIN-WEAR AND OUTERWEAR Preview of misses and junior Fall collection of rainwear and outerwear, for press and buyers. By invitation. Continuous daily showings thereafter at showroom. Show Director: Mary Alice Rice. Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDL; P. R. L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 25 10:30 A.M.	FALL COAT AND SUIT ORIGINALS Preview of the Wm. Devitz coat and suit originals for press and buyers. By invitation. Continuous daily thereafter. Publicity: Julia Berren Associates, 545 Fifth Ave., MU. 7-6865.	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Robert Sloan will present his Fall collection of sportswear, separates and blouses, designed by Sylvia de Gay. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday May 26 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall collection of coats, suits and ensembles. By invitation. Thereafter, May 26, 31, June 2, 7, at 11:30 A.M., by appointment. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 31 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade 11:00 A.M., June 1, 3, 6, 8, 9, 14. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

MUSIC...MOVIES...THEATRE...OPERA

- Thursday
March 24
OPENING: "JEANNETTE" MAIDMAN PLAYHOUSE, 416 WEST 42ND STREET
Myron Weinberg will present the American premiere of Jean Anouilh's play, with Sorrell Booke, Patricia Bosworth, Juleen Compton, Geoffrey Horne, Joan Croyden, Paul Stevens. Director: Harold Clurman. Costumes and Sets: Paul Morrison. Publicity: Max Eisen, OX. 5-1864.
- Monday
March 28
TWENTY-THIRD WEEK METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 28: Mozart's DON GIOVANNI. Tues., March 29: Verdi's AIDA. Wed., March 30: Puccini's TOSCA. Thurs., March 31: Giordano's ANDREA CHENIER. Fri., April 1: Verdi's TRAVIATA. Sat., Mat., April 2: Verdi's SIMON BOCCANEGRA. Sat., Eve., April 2: Puccini's MADAMA BUTTERFLY. Publicity: Francis Robinson, PE. 6-1200.
- Thursday
March 31
OPENING: "THE BEST MAN" MOROSCO THEATRE, 217 WEST 45TH STREET
The Playwrights' Company will present Melvyn Douglas, Lee Tracy, Frank Lovejoy, starring with Kathleen Maguire, Leora Dana, Ruth McDevott, Karl Weber, Joseph Sullivan in a political drama by Gore Vidal. Director: Joseph Anthony. Costumes: Theoni V. Aldredge. Publicity: Abner Klipstein, CI. 5-6644.
- Thursday
March 31-
May 15
OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH STREET
Ringling Bros. Barnum & Bailey Circus will present matinee and evening performances for six weeks. Publicity: William Fields, PL. 3-7500.
- Wednesday
April 6
OPENING: "VIVA MADISON AVE." LONGACRE THEATRE, 220 WEST 48TH STREET
Selma Tamber and Martin H. Poll will present the comedy by George Panetta, based on his novel of the same name, starring Buddy Hackett, Fred Clark, Martin Balsam. Director: Ira Cirker. Costumes: Frank Thompson. Publicity: Dorothy Ross, PL. 7-0640.
- Wednesday
April 13
OPENING: "THE SECOND STRING" EUGENE O'NEILL THEATRE, 49TH ST. WEST OF B'WAY
Co-starring Shirley Booth, Jean Pierre Aumont, Nina Foch, Cathleen Nesbitt, the Leonard Sillman and Carroll & Harris Masterson presentation based on the novel by Collette. Director: Raymond Gerome. Costumes: Robert Mackintosh. Publicity: Betty Lee Hunt, EN. 9-7472.
- Thursday
April 14
OPENING: "BYE BYE BIRDIE" MARTIN BECK THEATRE, 302 WEST 45TH STREET
Edward Padula in association with Slade Brown will present the new musical, with Chita Rivera, Dick Van Dyke, Kay Medford, Susan Watson, Paul Lynde. Director: Gower Champion. Costumes: Miles White. Publicity: Rubin Rabinovitch, LA. 4-1839.
- Wednesday
April 20
OPENING: "FROM A TO Z" PLYMOUTH THEATRE, 236 WEST 45TH STREET
Carroll and Harris Masterson will present a new musical revue, starring Hermione Gingold with Elliott Reid. Director: Christopher Hewett. Costumes: Fred Voelpel. Publicity: Irvin Dorfman, L). 3-0858.
- Thursday
April 21
OPENING: "CHRISTINE" 46TH ST. THEATRE, 226 WEST 46TH STREET
Oscar S. Lerman & Martin B. Cohen in association with Walter Cohen will present Maureen O'Hara starring in a musical based on the novel "My Indian Family" by Hilda Wernher, adapted by Pearl S. Buck and Charles K. Peck, Jr. Director: Jerome Chodorov. Settings: Joe Mielziner. Costumes: Alvin Colt. Publicity: Goodman-Washer, BR. 9-4985.

1961

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